PolyStyreneLoop Open General Assembly

Plastics Strategy and Voluntary Pledges

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Plastics Strategy: is about innovation and investments

1. FEEDSTOCK
2. PLASTICS PRODUCTION
3. PRODUCT
SUSTAINABLE, MORE "CIRCULAR" PLASTICS
4. USE
5. RECYCLING

Improve the economics and quality of plastics recycling
EPS Complexity

- **EPS applications:** Construction and packaging
- **EPS features:** high quality, low weight.....
- **Difficulties:** collection, clean-up......
- **Projects:** PolyStyreneLoop, EPS SURE
Five questions and some initiatives

• Recyclability and recycling
• Resource efficiency
• Marine litter
• Extended producer responsibility
• Single use applications

• Pledging campaign
• Voluntary Commitments
• Life Cycle Assessment Study
• Standardisation
Pledging campaign

The COM encourages the industry to come forward with voluntary pledges to boost the uptake of recycled plastics (Annex III)

→ **OBJECTIVE**: 10 mio tonnes must find their way to new products by 2025
→ **DEADLINE for submission**: 30 June 2018
→ **ASSESSMENT**: Octobre 2018

- **Scope**: uptake of recycled content!
- **By whom**: stakeholders able contributing to achieve the objective
- **Entries**: Individual companies or industry associations
- **Pledges received** will be made public through a dedicated webpage
- Data will be treated confidentially
- **Use of functional mailbox**: 
  
  GROW-ENV-RPLASTICS-PLEDGE@ec.europa.eu

- **Confirmation of reception of your pledge**: Message will be sent by GROW (with questions where necessary)